

## Message Text

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USIAC

E.O. 11652: N/A

SUBJECT: PUBLIC IMAGE OF LIBERAL DEMOCRATIC PARTY

SUMMARY: SANKEI TELEPHONE POLL CONDUCTED NOVEMBER 17 (REPORTED IN SANKEI NOV. 19) ON IMAGE OF LDP AMONG 942 TOKYO-OSAKA RESPONDENTS REVEALED: (A) LARGEST GROUP (33 PERCENT) IN MULTIPLE REPLIES LIKED LDP AS PARTY THEY LIKED, WHILE 13PERCENT SAID THEY WOULD NEVER LIKE IT. MORE MEN (37 PERCENT) LIKED LDP THAN WOMEN (30). (B) 41 PERCENT OF INTERVIEWEES FELT THEY "WOULD NEVER LIKE JCP", WHICH WAS FOLLOWED BY KOMEI-TO WITH 31 PERCENT. (C) A LITTLE OVER HALF OF RESPONDENTS CHARACTERIZED LDP AS A POLITICAL PARTY SERVING "LARGE ENTERPRISES" (40) AND "THE RICH" (13). (D) ASKED WHETHER OR NOT 30 YEARS OF LDP ADMINISTRATION WAS BENEFICIAL TO JAPAN, ONE OUT OF TWO RESPONDENTS OR 49 PERCENT REPLIED THEY "CANNOT SAY EITHER WAY." HOWEVER THEIR ASSESSMENT WAS MORE FAVORABLE (28) THAN UNFAVORABLE (18). (E) AS FOR REASONS FOR LDP'S ENDURING ADMINISTRATION, TOP TWO REPLIES WERE: "PEOPLE DO NOT WANT ANY DRASTIC CHANGES" (33), AND "OPPOSITION PARTIES WERE NOT AS GOOD" (30). FEW (5) ATTRIBUTED LONGEVITY OF LDP TO "GOOD POLICIES." (F) ONE OUT OF TWO INTERVIEWEES (51) APPROVED COEXISTENCE OF HAWKS AND DOVES WITHIN LDP ON GROUND THAT "IT HELPS BROADEN SCOPE OF PARTY." (G) LARGEST GROUP (41 PERCENT) FORESAW THAT "LDP MAY CONTINUE IN POWER" FOR FIVE YEARS. EVEN AMONG SUPPORTERS OF OPPOSITION PARTIES (EXCLUDING KOMEI-TO SUPPORTERS) THIS VIEW PREDOMINATED. IT WENT UP TO

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43 PERCENT AMONG LDP SUPPORTERS. END SUMMARY.

FUL TEXT QUESTIONS AND ANSWERS:

1. WHICH POLITICAL PARTIES DO YOU LIKE? (MULTIPLE REPLIES):

(A) LDP, 33; (B) JSP, 16; (C) JCP, 6; (D) KOMEI-TO, 5; (E) DSP, 6; (F) NONE, 35; (G) DK, 6.

2. PLEASE CHOOSE POLITICAL PARTIES WHICH YOU WILL NEVER LIKE.

(MULTIPLE REPLIES): (A) LDP, 13; (B) JSP, 7; (C) JCP, 41; (D) KOMEI-TO, 31; (E) DSP, 7; (F) NONE, 18; (G) DK, 5.

3. HOW DO YOU CHARACTERISE LDP?: (A) POPULAR POLITICAL PARTY, 17; (B) PARTY FOR LARGE ENTERPRISES, 40; (C) AGRARIAN PARTY, 5; (D) PARTY FOR RICH, 13; (E) CONSERVATIVE-REACTIONARY PARTY, 7; (F) PROGRESSIVE PARTY, 5; (G) OTHER, 6; (H) DK, 7.

4. LDP HAS BEEN IN POWER FOR THE PAST 20 YEARS. DO YOU THINK THIS HAS BROUGHT FAVORABLE RESULTS OR UNFAVORABLE RESULTS TO JAPAN?: (A) FAVORABLE RESULTS, 28; (B) UNFAVORABLE RESULTS, 18; (C) CANNOT SAY EITHER WAY, 49; (D) DK, 5.

5. WHAT DO YOU THINK MADE LDP STAY IN POWER FOR SUCH A LONG PERIOD OF TIME?: (A) GOOD POLICIES, 5; (B) HAD ENOUGH FUNDS, 10; (C) PEOPLE DID NOT WANT ANY DRASTIC CHANGES, 33; (D) OPPOSITION PARTIES WERE NOT AS GOOD, 30; (E) INSUFFICIENT AWARENESS ON THE PART OF VOTERS, 12; (F) OTHER, 4; (G) DK, 6.

6. WITHIN THE LDP THERE ARE GROUPS WITH CONSIDERABLY DIFFERENT VIEWS CO-EXISTING, SUCH AS HAWKS AND DOVES. WHAT DO YOU THINK ABOUT THIS?: (A) IT IS GOOD. IT WILL BROADEN SCOPE OF LDP, 51; (B) THEY SHOULD PART WITH EACH OTHER BECAUSE IT IS LIKELY TO MAKE LDP CHARACTER AMBIGUOUS, 24; (C) DK, 25.

7. CONSIDERING THE POLITICAL SITUATION FIVE YEARS FROM NOW, WHAT DO YOU THINK THE PRESENT LDP WILL BE LIKE?: (A) LDP WILL CONTINUE TO BE IN POWER AS SINGLE ENTITY, 41; (B) LDP WILL SPLIT AND ONE PART WILL BE IN POWER, 10; (C) LDP WILL FORM A COALITION CABINET WITH A MIDDLE-OF-THE-ROAD PARTY, 11; (D) A NEW PARTY MADE UP OF AN LDP SPLINTER AND MIDDLE-ROAD PARTY WILL BE IN POWER, 11; (E) COALITION REGIME BY RENOVATION PARTIES

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WILL EMERGE, 9; (F) A RENOVATION PARTY WILL EMERGE WITH A RENOVATION CABINET, 2; (G) OTHER, 3; (H) DK, 13.

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